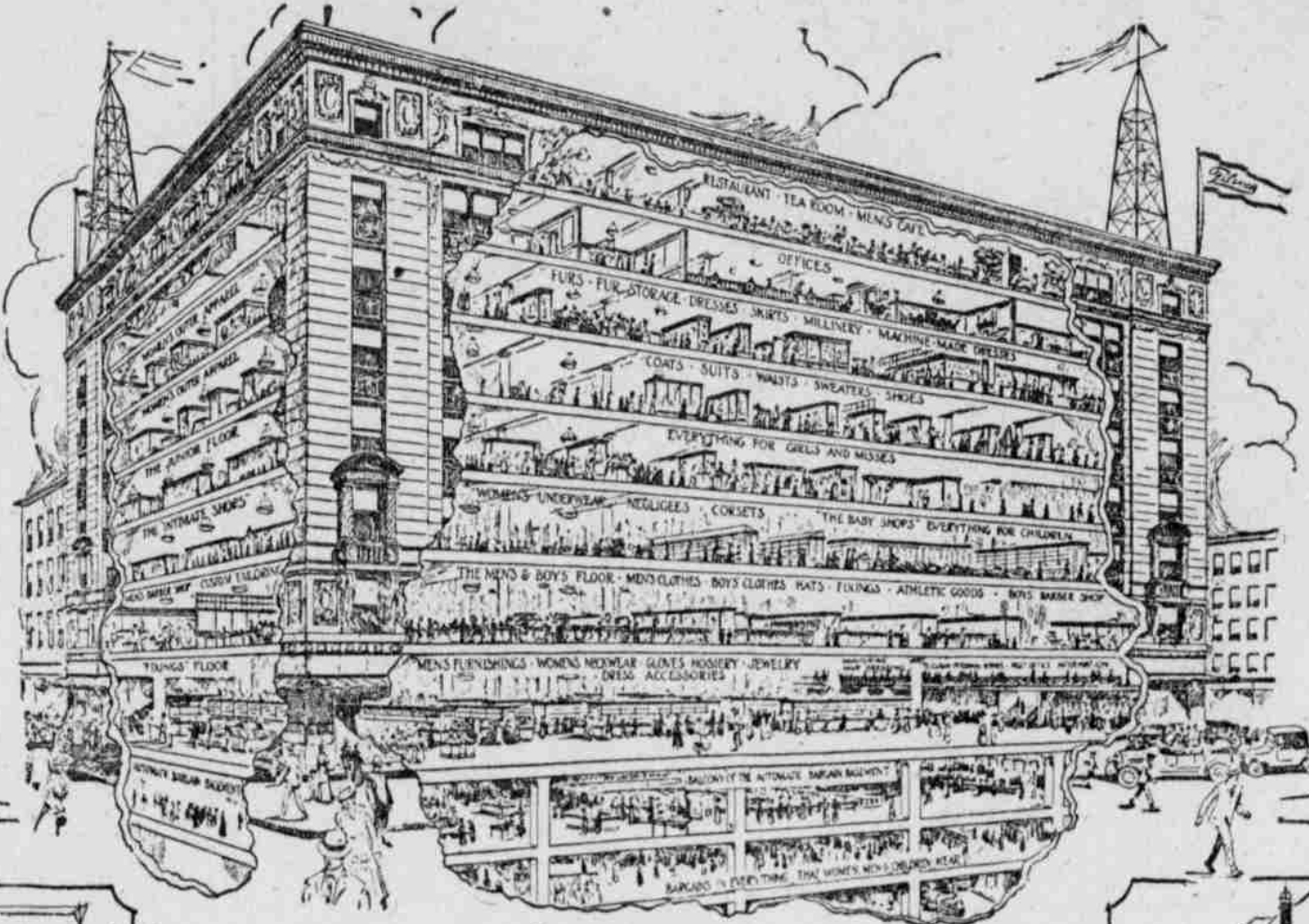


Filene's
BOSTON

An institution
that clothes
New England



Filene's
BOSTON

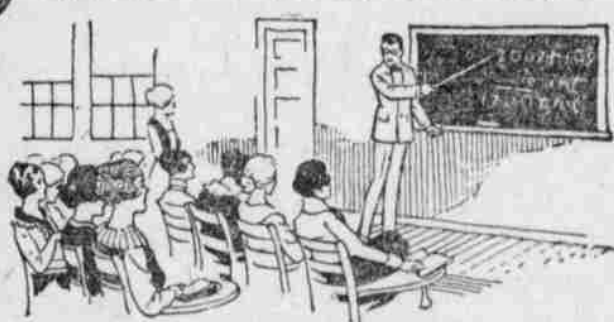
Filene fashions
and
Filene values



GROWTH is a test of service. Filene's has grown steadily and quickly. See above the picture of the first Filene store thirty-seven years ago. Building after building was added until the present large store was built in 1912.



QUICK AND convenient shopping at Filene's. Express elevators to all upper floors, escalator to second floor. Everything for men together, boys' shops grouped, half a floor for babies, a whole floor for girls and misses, nearly three floors for women. Find what you want easily.



ALL are students at Filene's. We constantly study and seek better ways of doing business and of selling goods more cheaply. In one corner of the building is a classroom where Filene folk study better ways of serving.



RESTAURANT, barber shop, manicure, shoe shine—ALL NO-TIP. The Filene restaurant is one of Boston's leading high-class restaurants. These delightful shops are operated on moderate costs with courteous service, and no tips.

COME UNDER cover to Filene's. Direct entrances from subways and tunnels. A great convenience, especially when it rains.

RIGHT here in New England is one of the truly great business institutions of America—the Filene store.

The Filene store is a specialty store. It sells nothing but clothes and accessories, and by specializing has built one of the largest specialty businesses (if not the largest) in the United States.

Eight floors and a basement—297,524 square feet—are required to take care of this huge business.

But beside the practical advantages of better style and better value, there are other reasons for coming to Filene's to do your shopping.

It is a store with an atmosphere—an atmosphere of friendliness, of desire to help. It is bright and new and fresh and smiling.

Come to Filene's and spend a day. A charming restaurant invites you to luncheon, rest rooms are at your service, barber shops and manicure and hair-dressing parlors serve the respective members of the family.

And all over Filene's, smiling faces are ready to greet you, but not to urge you to buy, for at Filene's, "Looking incurs no obligation to buy."

TAKE THIS AS YOUR INVITATION
TO COME AND SEE US!

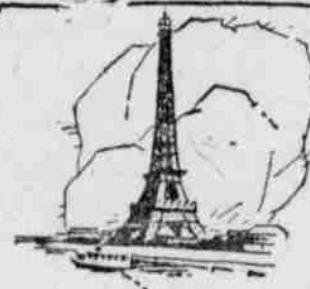
If you cannot come
write for this book



Filene's is always as
near as the nearest
phone or mailbox



FILENE'S is a clothes shop for all the family. For women, men, misses, girls, boys and children. Each member of the family has his own group of shops in charge of experts in that particular line. And each group of shops has grown by adherence to Filene principles of GIVING GREATER VALUE for every dollar you spend with us.



ONE of the chief reasons for Filene better values lies in the fact that we clear our stocks more often than is generally the case. This means newer fashions; it also means lower prices because we require less capital.



PARIS and New York at your elbow. Two young American women in Paris maintain a Filene Paris office at 52 Rue Spontini. In New York, offices on Fifth Avenue. Thus we keep in constant touch with the fashion centers of the world.



A CHEMICAL LABORATORY to test things we sell. It saves mistakes in buying and makes lower prices. It protects you when you buy. Look for the label "LAB-TEST."



"CLEOPHEE" and "GABRIELLE," two little French shops on the sixth floor. Beautiful to look at, even more noteworthy in their exclusive fashions.

PERSONAL service, bureau of information, balcony. Theatre, steamship and railroad tickets, telegraph office. Shopping aid.